







Rep Order# 6842896 Ver# 1 Status New Traffic Order# Printed: 08/17/2012 8:44 AM 4 of 5

EC'd Yes Last Received: 08/17/2012 7:50 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.

Advertiser ( ) RNC IE

Product RNC IE

Estimate# 3038

Buyer Tracey Robinson

Phone#

Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING Rep Firm

& PLACEMENT, 815 SLATER LANE

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 20/446/3038

Flight Dates 08/18/2012 - 08/24/2012

Hiatus Weeks

Sales Office ( ) PHILADELPHIA

Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart

31 TH 1135P-1235A TONITE SHW :30 \$500.00 08/23-08/23 2 1 2 \$1,000.00

Rating: 2.8

32 F 1135P-1235A TONITE SHW :30 \$500.00 08/24-08/24 2 1 2 \$1,000.00

Rating: 2.8

33 M 1235A-135A J FALLON :30 \$150.00 08/20-08/20 1 1 1 \$150.00

Rating: 1.3

34 TU 1235A-135A J FALLON :30 \$150.00 08/21-08/21 1 1 1 \$150.00

Rating: 1.3

35 W 1235A-135A J FALLON :30 \$150.00 08/22-08/22 1 1 1 \$150.00

Rating: 1.3

36 TH 1235A-135A J FALLON :30 \$150.00 08/23-08/23 1 1 1 \$150.00

Rating: 1.3

37 F 1235A-135A J FALLON :30 \$150.00 08/24-08/24 1 1 1 \$150.00

Rating: 1.3

38 SU 1130P-12A INSIDER WK :30 \$350.00 08/19-08/19 1 1 1 \$350.00

Rating: 2.3

---REPORT TOTALS---

Report Totals: 47 / \$28,500.00

EC'd Yes    Last Received: 08/17/2012 7:50 AM    Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.    Agency (    ) NATIONAL MEDIA RESEARCH PLANNING Rep Firm    Sales Office (    ) PHILADELPHIA  
Advertiser (    ) RNC IE    & PLACEMENT, 815 SLATER LANE    Salesperson (    ) ANJIE BRADY  
Product RNC IE    ALEXANDRIA, VA 22314  
Estimate# 3038    Agency C/P1/P2/E 20/446/3038  
Buyer Tracey Robinson    Flight Dates 08/18/2012 - 08/24/2012    Salesperson Phone# 215-567-6005  
Phone#    Hiatus Weeks    Salesperson FAX# 215-567-5938  
Fax#

---SALES MONTHLY TOTALS---

Aug 12: 47 / \$28,500.00  
Sales Totals: 47 / \$28,500.00  
Station Totals: 47 / \$28,500.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$69,512	CATV 0%	WAVY 41%	WGNT 0%	WPXV 0%	WTKR 27%
		WTVZ 6%	WVBT 6%	WVEC 20%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE